

PHARMA · COMMERCIAL INTELLIGENCE

The commercial intelligence that never leaves your building.

Pharma Pulse turns the sales, prescription and territory data you already hold into a clear, prioritised view of where the opportunity is — and it runs entirely inside your own environment, so sensitive data stays on your premises.

■ AIR-GAPPED · ON-PREMISE

WORKS FROM YOUR EXISTING DATA

FIRST RESULTS IN DAYS

EXPLAINABLE BY DESIGN

THE PROBLEM

Field teams act on instinct, and the reasons stay buried until the cycle closes.

What's actually happening lives across prescriptions, visits, sales figures and hospital records — so no one can say with confidence which doctors deserve a rep's time, which high-potential prescribers are being under-served, or why a territory is slipping. Conventional dashboards show what happened; they don't tell you who to prioritise next. And in regulated pharma, sending that data to an outside service usually isn't an option at all.

SECURE ZONE · YOUR PREMISES

A prioritised, explainable picture of your commercial opportunity.

WHAT IT DOES

TARGET

Who to see next

A ready-to-work priority list that surfaces under-served, high-potential doctors — the opportunities gut-feel targeting tends to miss.

UNDERSTAND

Why, in plain language

Every score and recommendation comes with a readable reason a leader can follow, act on, and stand behind — not a black-box number.

REPORT

Executive-ready output

A formatted review with narrative and charts, produced on demand, so reporting is a few minutes rather than days of manual work.

Built around trust and the way field teams actually work.

AIR-GAPPED OPERATION

The entire product runs inside your own environment.

Prescriber, prescription and sales data never leaves your premises. Data residency is a property of the product, not a setting you have to configure or trust a vendor to honour.

TARGETING

Opportunity-based priority lists

Doctors and territories ranked by opportunity, highlighting under-served, high-potential prescribers for the field force.

SCORING

Multi-dimensional view

Doctors, hospitals, reps and territories assessed across performance, engagement, growth and strategic fit, rolled into one comparable score.

EXPLAINABILITY

Reasons you can defend

Each recommendation carries a plain-language rationale a manager can trace back to the underlying figures.

REPORTING

Executive reports on demand

Board-ready narrative and charts generated when you need them, without rebuilding a deck every cycle.

DATA INTAKE

Works from existing exports

Absorbs the real-world data files companies already produce, without laborious manual cleaning first.

ACCESS & PERIODS

Role-based, period-over-period

Reps, managers and executives each see only their remit, with performance tracked across cycles rather than a single snapshot.

WHY AIR-GAPPED MATTERS

For regulated buyers, where the data lives decides whether the tool can be used at all.

Pharma Pulse is built as a sealed, on-premise product from the ground up. It delivers its full analytical capability without sending sensitive data outside your organisation — so data governance is a starting condition, not a compromise you negotiate afterwards.

STAYS IN-HOUSE

All processing happens within your environment; nothing is sent to an external service.

RUNS ISOLATED

Designed to operate in on-premise or network-isolated settings.

AUDITABLE DECISIONS

Recommendations are explainable and traceable, supporting internal review.

Practical shifts in how the commercial team works.

FOCUS

Reps spend time on the doctors that matter, including underserved high-potential ones.

CLARITY

Territory underperformance surfaced with reasons, not just red cells.

SPEED

Executive reporting in minutes instead of days of manual assembly.

GOVERNANCE

Full capability with sensitive data kept inside the organisation.

BUILT FOR

The commercial side, not the auditor.

Sales and marketing leadership, commercial-analytics and sales-force-effectiveness teams, and the regional and area managers who own territory performance.

Sales & marketing leadership (CXO, sales and brand heads)

Commercial analytics & field-effectiveness teams

Regional and area managers

INDUSTRIES

Regulated, data-sensitive commercial operations.

Pharmaceutical manufacturers and their field forces first, with particular strength in specialty and oncology portfolios where prescriber universes are small and sensitive.

Pharmaceutical field-force operations

Specialty & oncology portfolios

Any regulated business where customer data must stay in-house

GETTING STARTED

Value from the data you already have — typically in one to three weeks.

Timeline varies with data readiness and scope.

01

Stand it up. Deployed in your on-premise or isolated environment.

02

Load your data. The operational exports your teams already produce — no complex integration required to start.

03

Review the output. Prioritised targeting, scoring and the executive report, available the same day.

Deeper connection to your existing commercial systems is available, but is never a precondition for the first results.

WHERE IT'S GOING

One air-gapped platform for marketing across regulated industries.

The direction is to extend the same on-premise, explainable engine beyond pharma field-force analytics to the wider set of marketing and commercial platforms used in regulated industries — so a single sealed product can cover targeting, performance analytics and executive reporting across functions and channels, while every piece of sensitive data stays inside the organisation.



Kautilix-Pulse

BY TATTVA SIT SOLUTIONS
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WEB

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DEPLOYMENT

On-premise / air-gapped

Pharma Pulse is a decision-support tool intended to be used alongside professional judgement; recommendations should be reviewed before action. Capabilities described reflect the product's intended use.